

a data line driving circuit [for supplying] that supplies the data line of the pixel with a binary signal for a period during which the scanning line of the pixel is supplied with the scanning signal,

[wherein] the binary signal [commands] commanding the pixel to be set to an ON state or an OFF state during a first subfield, and [commands] commanding the pixel as to whether to remain in the ON state or the OFF state of the pixel during a subsequent subfield.

12. (Amended) The electro-optical device according to [one of claims 10 and 11, wherein] claim 11, the binary signal [is] being shifted in level in response to a level of a voltage applied to the counter electrode.

13. (Amended) The electro-optical device according to [one of claims 10 through 12, wherein] claim 12, an element substrate on which the pixel electrode and the switching element are formed [is] being fabricated of a semiconductor substrate, and

[wherein] the scanning line driving circuit and the data line driving circuit [are] being produced on the element substrate, and [wherein] the pixel electrode [has] having reflectivity.

14. (Amended) Electronic equipment comprising the electro-optical device according to [one of claims 10 through 13] claim 11.


REMARKS

Claims 1-14 are pending. By this Amendment, the abstract, the specification and claims 1-14 are amended to better conform to U.S. practice and for clarity. No new matter is added.

The above amendments place the application in even better condition for initial examination. Prompt consideration and allowance in due courses are earnestly solicited.

Should the Examiner believe that anything further is desirable to place the application in even better condition for allowance, the Examiner is invited to contact Applicants' undersigned representative at the telephone number listed below.

Respectfully submitted,


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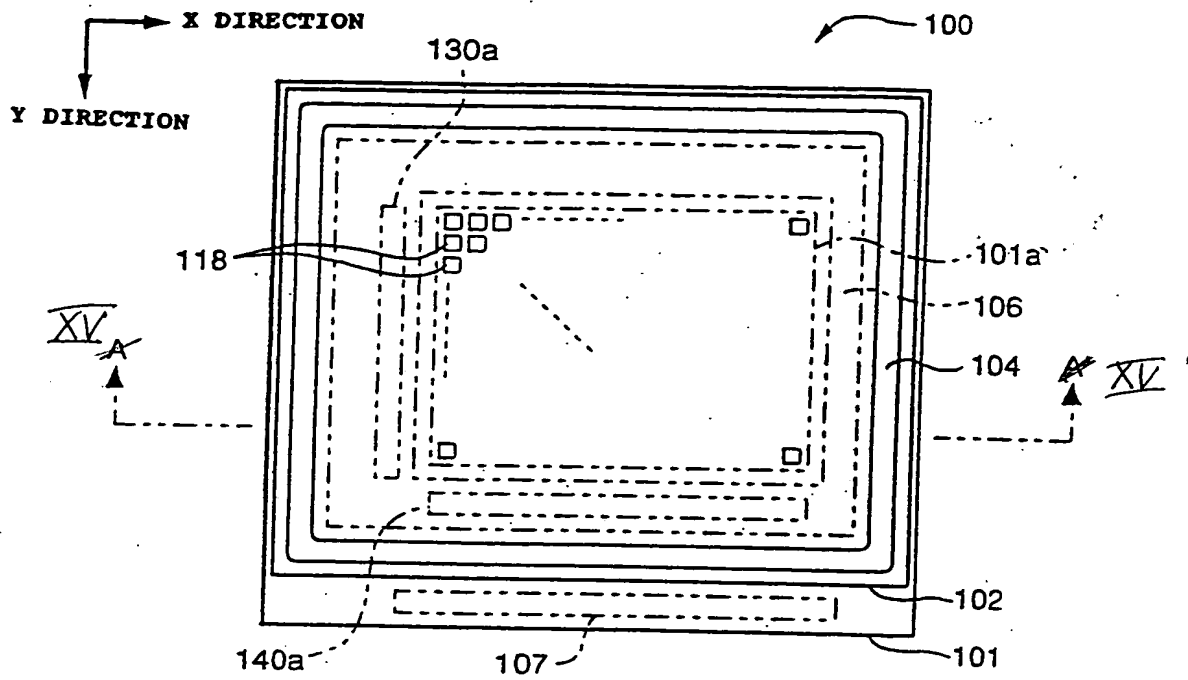
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[FIG. 14]



[FLG. 15]

